

Blue Caterpillar signs deal to distribute Onikishi whisky in GTR



Onikishi is a Japanese blended whisky

Under the terms of a new agreement with [Milestone Beverages HK Ltd](#), spirits brand [Blue Caterpillar](#) will now distribute [Onikishi](#) whisky in global travel retail.

"We are thrilled to add Onikishi to our portfolio of premium spirits," said Michael Gebrael, Co-Founder & CEO at Blue Caterpillar, in a press release. "Japanese whisky is a rapidly growing category, and Onikishi is a perfect fit for our global travel retail customers. We look forward to working closely with Milestone Beverages HK Ltd to bring ONIKISHI to travelers around the world."

Japanese whisky has become an increasingly popular category in recent years, both domestically and internationally. According to data from the Japan Spirits & Liqueurs Makers Association, Japanese whisky production has more than doubled in the past decade. It continues to experience strong growth as a category, both in domestic and international markets, driven by increased demand for premium spirits, especially in Asia and the United States.

"We are excited to partner with Blue Caterpillar to bring Onikishi to global travel retail customers," said Joe Milner, Founder & Managing Director at Milestone Beverages HK, Ltd. "Blue Caterpillar has an excellent reputation for quality and service, and we are confident that they will help us expand the reach of Onikishi to new customers around the world."